

In the Claims

Please amend the claims as follows:

1 1. (Currently Amended) An apparatus for customizing television  
2 content operable to run on a computing platform electrically  
3 coupled to a receiver which is electrically coupled to a display  
4 device, the apparatus operable to receive supplemental data from a  
5 supplemental data database maintained by a television service  
6 provider, the apparatus comprising:

7 a television tuner/decoder operable to receive television  
8 signals from the television service provider and decode the  
9 received television signal;

10 a supplemental data extractor operable to receive supplemental  
11 data from the television ~~signal~~ service provider;

12 a profile database operable to store a viewer profile; and

13 a filter module disposed proximate to the display device and  
14 remote from the television service provider, said filter module  
15 electrically coupled to said profile database and to the  
16 supplemental data extractor, said filter module operable to access  
17 the viewer profile and the supplement data and, in response, to  
18 select a preferred display component according to the viewer  
19 profile and the supplemental data, the preferred display component  
20 operable to target a particular viewer relative to other viewers by  
21 supplementing television content; and

22 an overlay disposed proximate to the display device and remote  
23 from the television service provider, said overlay coupled to said  
24 television tuner/decoder ~~to receive the decoded television signal~~  
25 and to said filter module to substantially simultaneously receive  
26 the decoded television signal and the preferred display component,  
27 said overlay operable to integrate said decoded television signal  
28 and said preferred display component for combined display via a  
29 display device.

1 2. (Original) The apparatus of Claim 1, further comprising a  
2 profile module operable to receive viewer demographic information  
3 and, in response, to generate the viewer profile.

1 3. (Original) The apparatus of Claim 2, wherein said profile  
2 module is operable to provide a demographic template to the viewer  
3 for receiving the viewer demographic information.

1 4. (Original) The apparatus of Claim 1, wherein the viewer  
2 profile contains demographic categories corresponding to input  
3 options comprising:  
4 an age option;  
5 a race option;  
6 a gender option;  
7 a marital status option;  
8 an educational level option;  
9 a sexual preference option; and  
10 an income level option.

DI  
1 5. (Original) The apparatus of Claim 1, wherein the filter module  
2 comprises a selection algorithm operable to select a preferred  
3 display component according to the viewer profile and the  
4 supplemental data.

1 6. (Previously Amended) A method performed on a computing  
2 platform that is associated with a display device and a receiver  
3 for providing functionality associated with an apparatus for  
4 customizing television content , the method comprising:  
5 storing a viewer profile in a profile database;  
6 receiving a television signal from a television signal  
7 provider;

8 receiving supplemental data from a display component database;  
9 accessing the viewer profile in the profile database and the  
10 supplemental data;  
11 selecting at a location proximate to the display device and  
12 remote from the television service provider a preferred display  
13 component in accordance with the viewer profile and supplemental  
14 data, the preferred display component operable to target a  
15 particular viewer relative to other viewers; and  
16 integrating at a location proximate to the display device and  
17 remote from the television service provider the received television  
18 signal and the preferred display component for combined display to  
19 a viewer.

1 7. (Original) The method of Claim 6, wherein:  
2 said step of selecting a preferred display component in  
3 accordance with the viewer profile and supplemental data includes  
4 transmitting an abbreviated reference associated with a  
5 specific display component to the viewer from the television  
6 service provider;  
7 automatically selecting an abbreviated reference via the  
8 computing platform at a viewer location in accordance with the  
9 viewer profile;  
10 requesting at the viewer location a preferred display  
11 component associated with the abbreviated reference from the  
12 television service provider; and  
13 transmitting the preferred display component from the  
14 television service provider to the viewer location.

1 8. (Original) The method of Claim 6, further comprising the steps  
2 of:  
3 receiving viewer demographic information; and

4 generating the viewer profile according to the viewer  
5 demographic information.

1 9. (Original) The method of Claim 8, further comprising the step  
2 of providing a demographic template to the viewer to receive the  
3 viewer demographic information.

---

DI 1 10. (Original) The method of Claim 6, wherein the viewer profile  
2 contains demographic categories corresponding to input options  
3 comprising:  
4 an age option;  
5 a race option;  
6 a gender option;  
7 a marital status option;  
8 an educational level option;  
9 a sexual preference option; and,  
10 income level.

---

11 to 15. (Canceled)

---

1 16. (Previously Added) The apparatus of claim 1, wherein:  
2 said overlay operate to integrate said decoded television  
3 signal and said preferred display component for display via a  
4 display device by displaying said decoded television signal in a  
5 first display area and said preferred display component in a second  
6 display area.

D2 1 17. (Previously Added) The apparatus of claim 1, wherein:  
2 said supplemental data extractor is coupled to said television  
3 tuner/decoder to extract said supplemental data from said decoded  
4 television signal.

1 18. (Previously Added) The method of claim 6, wherein:  
2 said step of integrating the received television signal and  
3 the preferred display component for display displays the decoded  
4 television signal in a first display area and the preferred display  
5 component in a second display area.

§2  
1 19. (Previously Added) The method of claim 6, wherein:  
2 said step of receiving supplemental data from a display  
3 component database extracts the supplemental data from the  
4 television signal.

---

20 and 21. (Canceled)